A MULTI-FUNCTIONAL GLOBAL BUSINESS CONSULTANCY GROUP

MARVEL SYSTEM

Where Knowldge Matters!

OPPORTUNITIES ARE THERE

WE BUILT A DOOR TO KNOCK ON IT

20 Years of Excellence

MARVEL SYSTEM

www.marvelsystem.com

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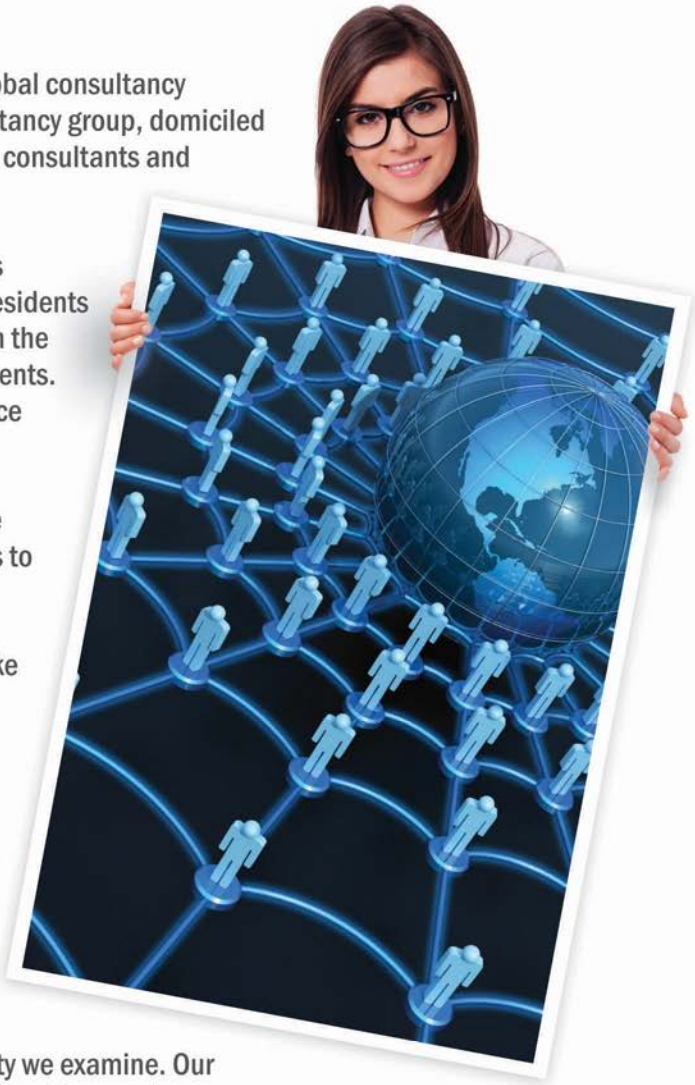
WELCOME TO MARVEL SYSTEM

Welcome to Marvel System – Global Consultancy:

Thanks for your interest in Marvel System, we welcome you to our global consultancy network. Marvel System is a multi-functional global business consultancy group, domiciled in Pakistan, operating around the world through a group of business consultants and management experts located on every continent.



We assist companies in developing business around the world in this undertaking. We work through a network of Consultants and Vice Presidents so that there is never more than three degrees of separation between the Principal Consultant and the product or service that he or she represents. This person-to-person marketing approach for each product or service offers the ultimate in personal representation and exclusivity.

We operate in a variety of areas, also called out on our website in the area called "Services". We bring only the highest quality Consultants to the table, representing the most exceptional opportunities and our Company has grown out of an original mission to develop business plans and to fund those plans. The Consultants of Marvel System take it upon themselves to make a market for both products and services worldwide.

Marvel System is seeking vendors of the highest level products with cache and niche appeal seeking to expand their marketplace worldwide who might be looking for an association with our group to assist in representing products and services through additional growth.

We seek only top of the line products. Our product line up, we feel, presents what we feel is superior when compared to every opportunity we examine. Our representation of SebaKMT, Honeywell, Panasonic, IBM, Cisco, Phillips, Dynacord are few examples of this.

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WELCOME TO MARVEL SYSTEM

We are looking for consultants, suppliers, and distributors interested in sharing exclusivity in the distribution arena in several different areas. In addition, we are seeking experts that can help us on global business development and technology transfer issues around the world. This is becoming a very strong aspect of our Consultancy.

Also, you may feel free to email me or call me at any time to discuss business opportunity.

Thank you for your time and interest and we wishyou only the best of success.

Regards,

Mian Waqar ul Islam
Principal Consultant

Marvel System

MARVEL SYSTEM

ABOUT US

Marvel System is a multi facet organization having years of multi-disciplinary experiences in various specialized consultancy sectors. Today we are multi-stationed (located in various cities of Pakistan), multi-national (working with various Nations) and multi-lingual (speak various languages). Marvel System is to engage the efficiency, the responsibility and the profitability. We at our system are engaged to global business consultancy networks.

Our internationally recognized professional consultants are expert seasonal rain makers in their fields. We become your spokes-firm in corporate sectors, social sectors, government sectors and global market place.

Mission: Our mission is to help knowledge to achieve its goal for the well of human being with sustainability, diversity, reliability and prosperity.

Objectives:

- Providing strong framework of values, standards
- Implementing new diversities and inclusiveness
- Knowledge-based Community gathering
- World-class technology implementation and awareness
- Reducing cost through economic efficiency
- Attracting and motivating talent
- Promoting Real World Education

We have found out that people, who have window to look out of are better problem solvers, less likely to complain, more patient, more flexible in their thinking and less frustrated than those in windowless environment.

Inside/outside Human Resource:

Business Management Experts, HR Consultants, IT Experts, Branding Specialists, Promotion Specialists, Marketing Specialists, Financial Specialists, Corporate Lawyers, Franchising & Licensing Experts, Power & Energy Consultants, Corporate Training Experts and Social Sector Experts etc.

Direct/Indirect Referral Resource:

Government Officials, Political Experts, Investment Promotion Agencies, Chambers of Commerce, Financing Sources, Trade Bodies and Business Forums etc.

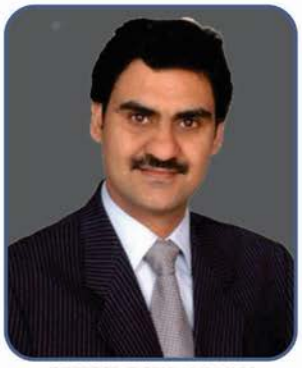
MARVEL SYSTEM

EXECUTIVE COMMITTEE

MIAN WAQAR UL ISLAM
Member of Executive Committee

ABDUL RASHEED AWAN
Member of Executive Committee

MOHAMMAD TARIQ SOHAIL
Member of Executive Committee



SOHAIL RAZA DODHY
Member of Executive Committee

MIAN M. SALEEM AKHTAR
Member of Executive Committee

MIAN FAKHAR UL ISLAM
Member of Executive Committee

ABID UZAIR
Member of Executive Committee

DR. NADEEM AKHTAR
Member of Executive Committee

MARVEL SYSTEM

PRESIDENTS & VPs

IBRAR KHAN NIAZI
President

FAISAL MASOOD
President

SHUAIB YOUSAF
President

MASOOD TARIQ
President

WASIM KHOKHAR
President

MUHAMMAD SHAFI
Vice President

SHOAIB SIDDIQUI
Vice President

DR. SHAHNAZ MUZAMMIL
Vice President

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ASSOCIATE CONSULTANTS

RAO MUHAMMAD ISMAIL
Associate Consultant

MIAN MUHAMMAD ATHER
Associate Consultant

MUHAMMAD HUSSAIN
Associate Consultant

DR. SULTAN MEHMOOD
Associate Consultant

MIAN ZAHID NAWAZ
Associate Consultant

MUHAMMAD ZIA
Associate Consultant

ABDUL GHAFAR
Associate Consultant

NAVEED ALI BHATTI
Associate Consultant

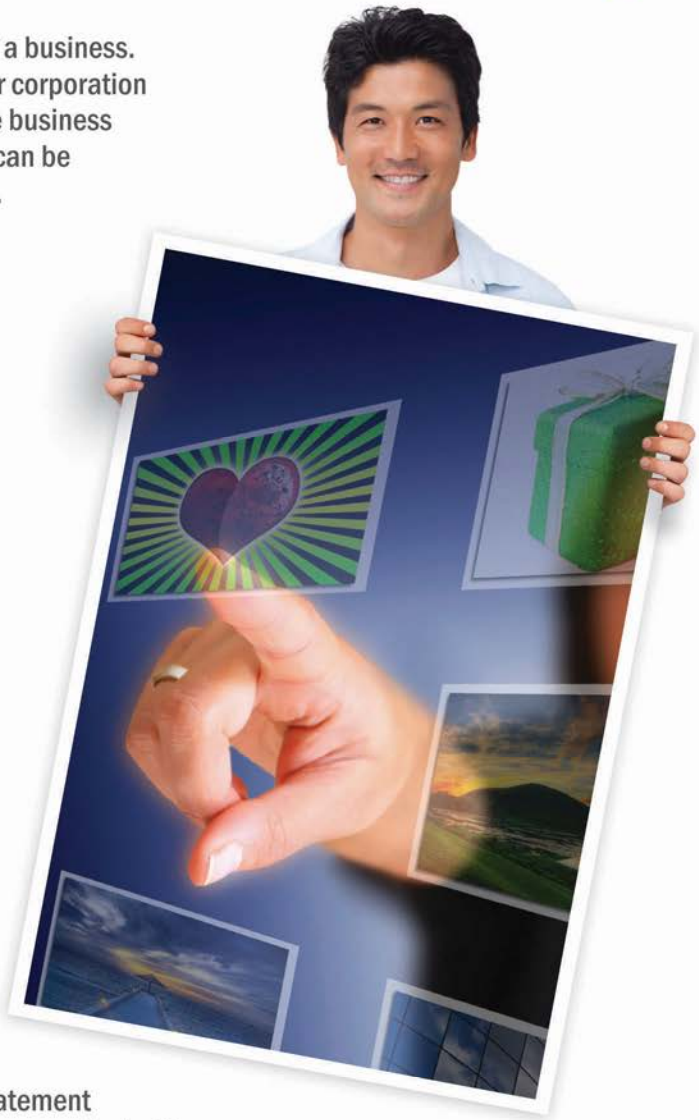
MARVEL SYSTEM

OUR SERVICES

Company Registration	Patents & Trade Marks	Curriculum Development	Graphics Designing
Branding & Packaging	Staffing & HR Development	Marketing Research	Business Promotion
Corporate Financing	Local and Int'l Franchising	Licensing Programs	Professional Training
Research & Development	Corporate Digitizing	Re-Engineering	Globalizing

MARVEL SYSTEM

COMPANY REGISTRATION



Company Registration is the term for the process of incorporation of a business. It is also sometimes referred to as company formation. A company or corporation is considered a separate entity to the people who own or operate the business in accordance of most international company law/Acts.Companies can be created by individuals, specialized agents, solicitors or accountants. Many solicitors and accountants subcontract incorporation out to specialized company formation agents.

Articles of Association:

The Articles of Association (often referred to as just 'articles') is the document which sets out the rules for the running of the company's internal affairs. The company's articles delivered to the Registrar must be signed by each subscriber in front of a witness who must attest the signature.

Memorandum of Association:

This contains the names and signatures of the subscribers that wish to form the company and, in the case of a company limited by shares, a commitment by the subscribers to take at least one share each. A draft template is available on the Companies House website.

Form:

This contains the intended situation of the Registered Office, the details of the consenting Secretary and/or Director(s), details of the subscribers and, in the case of a company limited by shares, details of the share capital. The form also includes the Statement of Compliance that the requirements of the Companies Act have been complied with.

MARVEL SYSTEM

COMPANY REGISTRATION

Electronic process:

The electronic process can be accessed using compatible software that works with the Companies House eFiling service and an account with Companies House. Company formation agents have direct links into Companies House, to look up the company name, and submit the company. Different agents have differences in their processes caused by their website and software implementation. Companies House have a list of company formation agents that have passed integration testing.

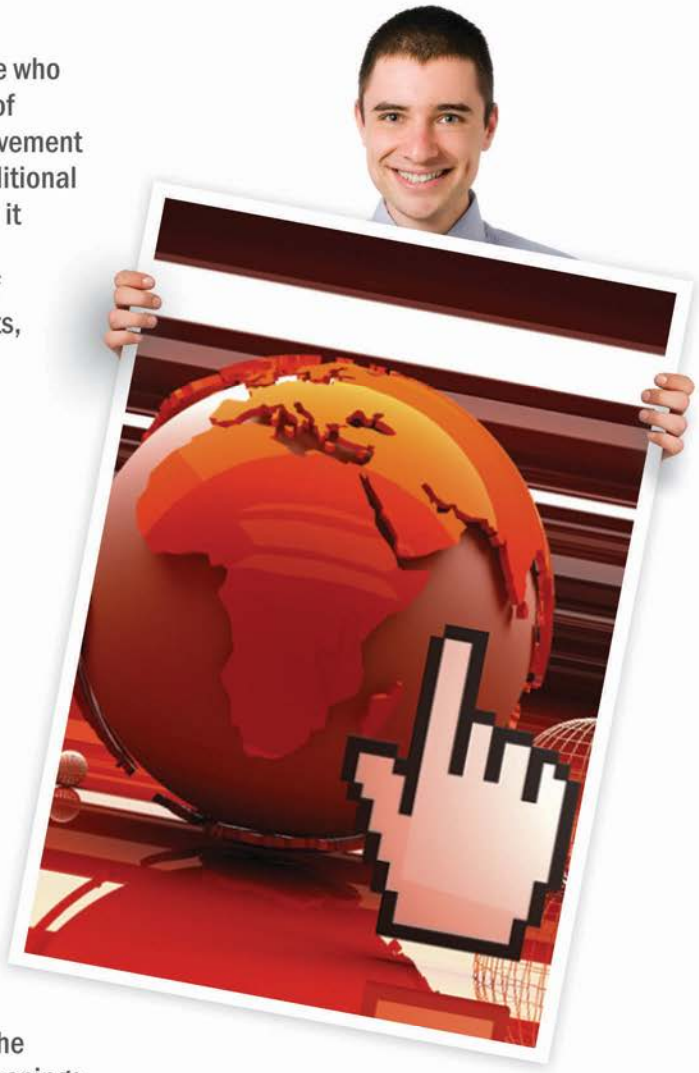
Types of company:

- Public Limited Company (PLC)
- Private Company Limited by Shares (Ltd, Limited)
- Company Limited by Guarantee
- Limited Liability Partnership (LLP)
- Limited Partnership (LP)

MARVEL SYSTEM

PATENTS & TRADE MARKS

Patents:



The term patent usually refers to an exclusive right granted to anyone who invents any new, useful, and non-obvious process, machine, article of manufacture, or composition of matter, or any new and useful improvement thereof, and claims that right in a formal patent application. The additional qualification utility patent is used in the United States to distinguish it from other types of patents (e.g. design patents) but should not be confused with utility models granted by other countries. Examples of particular species of patents for inventions include biological patents, business method patents, chemical patents and software patents.

Some other types of intellectual property rights are referred to as patents in some jurisdictions:

industrial design rights are called design patents in some jurisdictions (they protect the visual design of objects that are not purely utilitarian), plant breeders' rights are sometimes called plant patents, and utility models or Gebrauchsmuster are sometimes called petty patents or innovation patents. This article relates primarily to the patent for an invention, although so-called petty patents and utility models may also be granted for inventions.

Certain grants made by the monarch in pursuance of the royal prerogative were sometimes called letters patent, which was a government notice to the public of a grant of an exclusive right to ownership and possession. These were often grants of a patent-like monopoly and predate the modern origins of the patent system. For other uses of the term patent see notably land patents, which were land grants by early state governments in the USA, and printing patent, a precursor of modern copyright. These meanings reflect the original meaning of letters patent that had a broader scope than current usage.

MARVEL SYSTEM

PATENTS & TRADE MARKS

Trade Marks

A trademark, trade mark, or trade-mark is a distinctive sign or indicator used by an individual, business organization, or other legal entity to identify that the products or services to consumers with which the trademark appears originate from a unique source, and to distinguish its products or services from those of other entities.

A trademark may be designated by the following symbols:

TM (for an unregistered trade mark, that is, a mark used to promote or brand goods)

SM (for an unregistered service mark, that is, a mark used to promote or brand services)

® (for a registered trademark)

A trademark is typically a name, word, phrase, logo, symbol, design, image, or a combination of these elements. There is also a range of non-conventional trademarks comprising marks which do not fall into these standard categories, such as those based on color, smell, or sound. The owner of a registered trademark may commence legal proceedings for trademark infringement to prevent unauthorized use of that trademark. However, registration is not required. The owner of a common law trademark may also file suit, but an unregistered mark may be protectable only within the geographical area within which it has been used or in geographical areas into which it may be reasonably expected to expand.

Terminology:

Terms such as “mark”, “brand” and “logo” are sometimes used interchangeably with “trademark”. “Trademark”, however, also includes any device, brand, label, name, signature, word, letter, numerical, shape of goods, packaging, colour or combination of colours, smell, sound, movement or any combination thereof which is capable of distinguishing goods and services of one business from those of others. It must be capable of graphical representation and must be applied to goods or services for which it is registered.

Specialized types of trademark include certification marks, collective trademarks and defensive trademarks. A trademark which is popularly used to describe a product or service (rather than to distinguish the product or services from those of third parties) is sometimes known as a genericized trademark. If such a mark becomes synonymous with that product or service to the extent that the trademark owner can no longer enforce its proprietary rights, the mark becomes generic.

MARVEL SYSTEM

CURRICULUM DEVELOPMENT

Marvel System is a unique consortium of subject matter experts, master facilitators, training design and curriculum development experts. Our alliance with these individuals allows us to provide world-class training options to our clients at all levels. Because our subject matter experts have a proven track record of success in industries of all types and organizations in the private sector, public agencies, and the military, Marvel System is uniquely positioned to provide our clients with the training and consulting expertise they need. We are with you at every step of the process to ensure your return on investment. We want to make the process easy for you and valuable to your participants to create a positive return on your training investment.

Whether you need a special training course or an entire curriculum, Marvel System will guide you to ask the right questions.

For example:

- Does your current training program meet the needs and expectations of learners?
- How will your training curriculum align with employees' performance plans?
- Is your training targeting core competencies of the organization?
- What is the appropriate amount of subject matter and materials for the training and the time allotted?
- What training delivery methods will be most appropriate for the type of training being done?

MARVEL SYSTEM

CURRICULUM DEVELOPMENT

Marvel System can help you determine the most effective training curriculum by helping you define specifically:

- Exactly who should be trained? In what? At what level?
- Exactly what kind of training should we make available to the departments?

Our focus is on improving job performance.

We create training solutions for measurable and sustainable performance improvement. For each training program, we assess your training needs by examining your existing curriculum.

We then identify what managers and employees want and need in the new curriculum based on specific performance goals. We make sure your new curriculum is aligned with the needs and goals of your people and the organization.

MARVEL SYSTEM

GRAPHICS DESIGNING

Graphic design is a creative process – most often involving a client and a designer and usually completed in conjunction with producers of form (i.e., printers, programmers, signmakers, etc.) – undertaken in order to convey a specific message (or messages) to a targeted audience. The term "graphic design" can also refer to a number of artistic and professional disciplines that focus on visual communication and presentation. The field as a whole is also often referred to as Visual Communication or Communication Design. Various methods are used to create and combine words, symbols, and images to create a visual representation of ideas and messages.

A graphic designer may use typography, visual arts and page layout techniques to produce the final result.

Common uses of graphic design include:

- Identity (logos and branding),
- Web sites,
- Publications (magazines, newspapers, and books),
- Advertisements
- Product packaging

For example, a product package might include a logo or other artwork, organized text and pure design elements such as shapes and color which unify the piece.

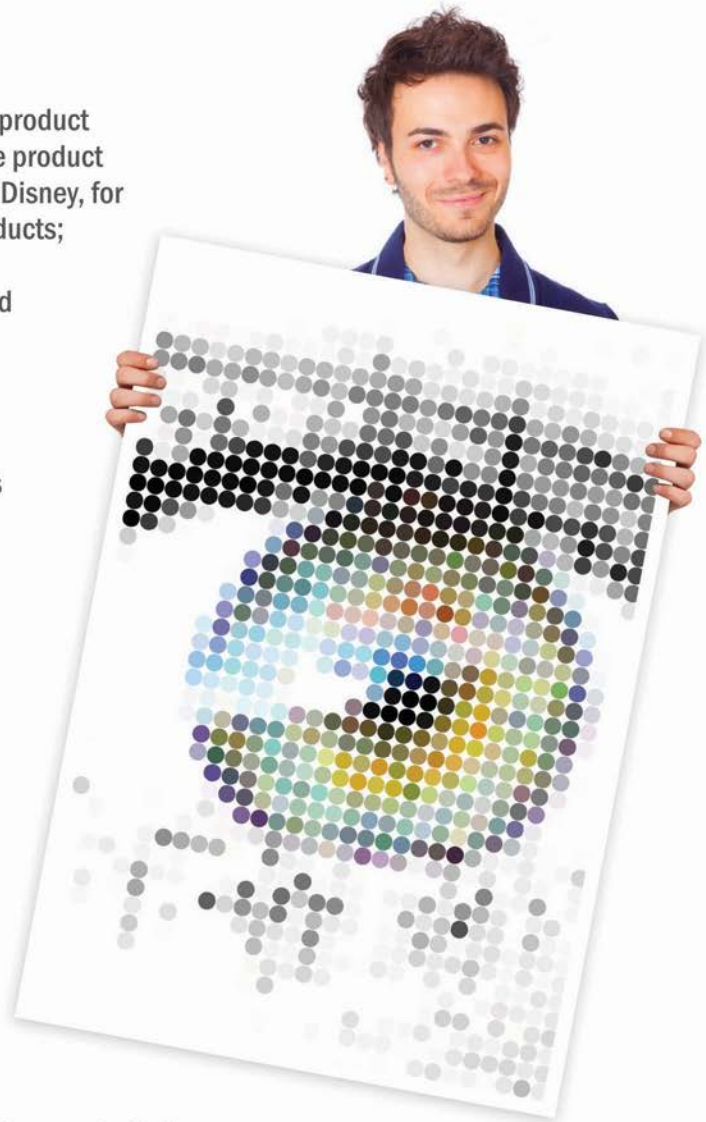
Composition is one of the most important features of graphic design, especially when using pre-existing materials or diverse elements.

MARVEL SYSTEM

BRANDING & PACKAGING

Branding:

Corporate branding is the practice of using a company's name as a product brand name. It is an attempt to use corporate brand equity to create product brand recognition. It is a type of family branding or umbrella brand. Disney, for example, includes the word "Disney" in the name of many of its products; other examples include IBM and Heinz. This strategy contrasts with individual product branding, where each product has a unique brand name and the corporate name is not promoted to the consumer.



Corporate branding can result in significant economies of scope since one advertising campaign can be used for several products. It also facilitates new product acceptance because potential buyers are already familiar with the name. However, this strategy may hinder the creation of distinct brand images or identities for different products: an overarching corporate brand reduces the ability to position a brand with an individual identity, and may conceal different products' unique characteristics.

Corporate branding is not limited to a specific mark or name. Branding can incorporate multiple touchpoints. These touchpoints include; logo, customer service, treatment and training of employees, packaging, advertising, stationery, and quality of products and services. Any means by which the general public comes into contact with a specific brand constitutes a touchpoint that can affect perceptions of the corporate brand.

Packaging:

Packaging is the science, art, and technology of enclosing or protecting products for distribution, storage, sale, and use. Packaging also refers to the process of design, evaluation, and production of packages. Packaging can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use. Packaging contains, protects, preserves, transports, informs, and sells. In many countries it is fully integrated into government, business, institutional, industrial, and personal use.

MARVEL SYSTEM

BRANDING & PACKAGING

Packaging and package labeling have several objectives:

Physical protection – The objects enclosed in the package may require protection from, among other things, mechanical shock, vibration, electrostatic discharge, compression, temperature, etc.
Barrier protection – A barrier from oxygen, water vapor, dust, etc., is often required. Permeation is a critical factor in design. Some packages contain desiccants or Oxygen absorbers to help extend shelf life. Modified atmospheres or controlled atmospheres are also maintained in some food packages. Keeping the contents clean, fresh, sterile and safe for the intended shelf life is a primary function.
Containment or agglomeration – Small objects are typically grouped together in one package for reasons of efficiency. For example, a single box of 1000 pencils requires less physical handling than 1000 single pencils. Liquids, powders, and granular materials need containment.
Information transmission – Packages and labels communicate how to use, transport, recycle, or dispose of the package or product. With pharmaceuticals, food, medical, and chemical products, some types of information are required by governments. Some packages and labels alsoare used for track and trace purposes.
Marketing – The packaging and labels can be used by marketers to encourage potential buyers to purchase the product. Package graphic design and physical design have been important and constantly evolving phenomenon for several decades. Marketing communications and graphic design are applied to the surface of the package and (in many cases) the point of sale display.
A single-serving shampoo packet Security – Packaging can play an important role in reducing the security risks of shipment. Packages can be made with improved tamper resistance to deter tampering and also can have tamper-evident features to help indicate tampering. Packages can be engineered to help reduce the risks of package pilferage: Some package constructions are more resistant to pilferage and some have pilfer indicating seals. Packages may include authentication seals and use security printing to help indicate that the package and contents are not counterfeit. Packages also can include anti-theft devices, such as dye-packs, RFID tags, or electronic article surveillance tags that can be activated or detected by devices at exit points and require specialized tools to deactivate. Using packaging in this way is a means of loss prevention.
Convenience – Packages can have features that add convenience in distribution, handling, stacking, display, sale, opening, re-closing, use, dispensing, and reuse.
Portion control – Single serving or single dosage packaging has a precise amount of contents to control usage. Bulk commodities (such as salt) can be divided into packages that are a more suitable size for individual households. It is also aids the control of inventory: selling sealed one-liter-bottles of milk, rather than having people bring their own bottles to fill themselves.

MARVEL SYSTEM

STAFFING & HR DEVELOPMENT

Team Building Training Overview

We train managers and supervisors to use proven team building techniques to turn "work groups" into "high performance work teams." By definition, a team is a group of people working together to achieve a common, singular goal. That definition is simple in theory, but, in practice, turning a group of individuals into a highly efficient and effective work team is a difficult process for most managers.

Training is essential for building high performance teams.

- Our management courses focus on developing skills to overcome the team building challenges managers are faced with most frequently.
- In our team building training seminars, managers develop an understanding of team dynamics and learn how to use the dynamics of their team as a tool to improve communication and performance.
- These sessions train managers how to use simple techniques to motivate and create team unity.

Plus, managers learn to:

- Use new skills for better team planning
- Effectively communicate team vision and strategies
- Develop better team goals and objectives
- Use proven team coaching skills to improve team and individual performance
- Each seminar and team training session is tailored to your needs.

Our team building training seminars are tailored to develop the specific skills your managers need to build successful teams and motivate their people in team efforts. Building peak performing teams can mean the difference between the success and failure of an organization. We look forward to working with you.

MARVEL SYSTEM

MARKETING RESEARCH

Marketing Research is " the function that links the consumer, customer, and public to the marketer through information — information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications.

Marketing research is the systematic gathering, recording, and analysis of data about issues relating to marketing products and services. The goal of marketing research is to identify and assess how changing elements of the marketing mix impacts customer behavior. The term is commonly interchanged with market research; however, expert practitioners may wish to draw a distinction, in that market research is concerned specifically with markets, while marketing research is concerned specifically about marketing processes.

Marketing research is often partitioned into two sets of categorical pairs, either by target market:

1. Consumer marketing research, and
2. Business-to-business (B2B) marketing research

Or, alternatively, by methodological approach:

1. Qualitative marketing research, and
2. Quantitative marketing research

Consumer marketing research is a form of applied sociology that concentrates on understanding the preferences, attitudes, and behaviors of consumers in a market-based economy, and it aims to understand the effects and comparative success of marketing campaigns.

MARVEL SYSTEM

MARKETING RESEARCH

The field of consumer marketing research as a statistical science was pioneered by Arthur Nielsen with the founding of the ACNielsen Company in 1923.

Thus, marketing research may also be described as the systematic and objective identification, collection, analysis, and dissemination of information for the purpose of assisting management in decision making related to the identification and solution of problems and opportunities in marketing.

Classification of marketing research:

Organizations engage in marketing research for two reasons:

(1) to identify and ,
(2) solve marketing problems.

This distinction serves as a basis for classifying marketing research into problem identification research and problem solving research. Problem identification research is undertaken to help identify problems which are, perhaps, not apparent on the surface and yet exist or are likely to company image, market characteristics, sales analysis, short-range forecasting, long range forecasting, and business trends research. Research of this type provides information about the marketing environment and helps diagnose a problem. For example, The findings of problem solving research are used in making decisions which will solve specific marketing problems.

The Stanford Research Institute, on the other hand, conducts an annual survey of consumers that is used to classify persons into homogeneous groups for segmentation purposes.

The National Purchase Diary panel (NPD) maintains the largest diary panel in the United States. Standardized services are research studies conducted for different client firms but in a standard way. For example, procedures for measuring advertising effectiveness have been standardized so that the results can be compared across studies and evaluative norms can be established. The Starch Readership Survey is the most widely used service for evaluating print advertisements; another well-known service is the Gallup and Robinson Magazine Impact Studies. These services are also sold on a syndicated basis. Customized services offer a wide variety of marketing research services customized to suit a client's specific needs.

MARKETING RESEARCH

Each marketing research project is treated uniquely. Limited-service suppliers specialize in one or a few phases of the marketing research project. Services offered by such suppliers are classified as field services, coding and data entry, data analysis, analytical services, and branded products. Field services collect data through mail, personal, or telephone interviewing, and firms that specialize in interviewing are called field service organizations.

These organizations may range from small proprietary organizations which operate locally to large multinational organizations with WATS line interviewing facilities. Some organizations maintain extensive interviewing facilities across the country for interviewing shoppers in malls. Coding and data entry services include editing completed questionnaires, developing a coding scheme, and transcribing the data on to diskettes or magnetic tapes for input into the computer.

NRC Data Systems provides such services. Analytical services include designing and pretesting questionnaires, determining the best means of collecting data, designing sampling plans, and other aspects of the research design. Some complex marketing research projects require knowledge of sophisticated procedures, including specialized experimental designs, and analytical techniques such as conjoint analysis and multidimensional scaling.

This kind of expertise can be obtained from firms and consultants specializing in analytical services. Data analysis services are offered by firms, also known as tab houses, that specialize in computer analysis of quantitative data such as those obtained in large surveys. Initially most data analysis firms supplied only tabulations (frequency counts) and cross tabulations (frequency counts that describe two or more variables simultaneously).

With the proliferation of software, many firms now have the capability to analyze their own data, but, data analysis firms are still in demand. Branded marketing research products and services are specialized data collection and analysis procedures developed to address specific types of marketing research problems. These procedures are patented, given brand names, and marketed like any other branded product.

BUSINESS PROMOTION

Promotion is one of the four elements of marketing mix (product, price, promotion, and place). It is the communication link between sellers and buyers for the purpose of influencing, informing, or persuading a potential buyer's purchasing decision.

The following are two types of promotion:

1. Above the line promotion: Promotion in mass media (e.g. TV, radio, newspapers, internet, mobile phones, and, historically, illustrated songs) in which the advertiser pays an advertising agency to place the advertisement

2. Below the line promotion: All other promotion. Much of this is intended to be subtle enough for the consumer to be unaware that promotion is taking place. E.g. sponsorship, product placement, testimonials, sales promotion, merchandising, direct mail, personal selling, public relations, trade shows

The specification of five elements creates a promotional mix or promotional plan. These elements are personal selling, advertising, sales promotion, direct marketing, and publicity. A promotional mix specifies how much attention to pay to each of the five subcategories, and how much money to budget for each.

A promotional plan can have a wide range of objectives, including: sales increases, new product acceptance, creation of brand equity, positioning, competitive retaliations, or creation of a corporate image.

MARVEL SYSTEM

BUSINESS PROMOTION

Fundamentally, however there are three basic objectives of promotion.

These are:

1. To present information to consumers as well as others,

2. To increase demand,

3. To differentiate a product.

There are different ways to promote a product in different areas of media. Promoters use internet advertisement, special events, endorsements, and newspapers to advertise their product. Many times with the purchase of a product there is an incentive like discounts, free items, or a contest. This is to increase the sales of a given product.

The term “promotion” is usually an “in” expression used internally by the marketing company, but not normally to the public or the market – phrases like “special offer” are more common.

An example of a fully integrated, long-term, large-scale promotion are My Coke Rewards and Pepsi Stuff. The UK version of My Coke Rewards is Coke Zone.

CORPORATE FINANCING

Corporate finance is the area of finance dealing with monetary decisions that business enterprises make and the tools and analysis used to make these decisions. The primary goal of corporate finance is to maximize corporate value while managing the firm's financial risks.

Although it is in principle different from managerial finance which studies the financial decisions of all firms, rather than corporations alone, the main concepts in the study of corporate finance are applicable to the financial problems of all kinds of firms.

The discipline can be divided into long-term and short-term decisions and techniques. Capital investment decisions are long-term choices about which projects receive investment, whether to finance that investment with equity or debt, and when or whether to pay dividends to shareholders.

On the other hand, short term decisions deal with the short-term balance of current assets and current liabilities; the focus here is on managing cash, inventories, and short-term borrowing and lending (such as the terms on credit extended to customers).

The terms corporate finance and corporate financier are also associated with investment banking. The typical role of an investment bank is to evaluate the company's financial needs and raise the appropriate type of capital that best fits those needs. Thus, the terms "corporate finance" and "corporate financier" may be associated with transactions in which capital is raised in order to create, develop, grow or acquire businesses.

MARVEL SYSTEM

CORPORATE FINANCING

These may include

- Raising seed, start-up, development or expansion capital
- Mergers, demergers, acquisitions or the sale of private companies
- Mergers, demergers and takeovers of public companies, including public-to-private deals
- Management buy-out, buy-in or similar of companies, divisions or subsidiaries – typically backed by private equity
- Equity issues by companies, including the flotation of companies on a recognized stock exchange in order to raise capital for development and/or to restructure ownership
- Raising capital via the issue of other forms of equity, debt and related securities for the refinancing and restructuring of businesses
- Financing joint ventures, project finance, infrastructure finance, public-private partnerships privatizations
- Secondary equity issues, whether by means of private placing or further issues on a stock market, especially where linked to one of the transactions listed above.
- Raising debt and restructuring debt, especially when linked to the types of transactions listed above

MARVEL SYSTEM

LOCAL & INT'L FRANCHISING

Franchising is the practice of using another firm's successful business model. The word 'franchise' is of Anglo-French derivation – from franc- meaning free, and is used both as a noun and as a (transitive) verb.

For the franchisor, the franchise is an alternative to building 'chain stores' to distribute goods and avoid investment and liability over a chain.

The franchisor's success is the success of the franchisees. The franchisee is said to have a greater incentive than a direct employee because he or she has a direct stake in the business.

Franchise consulting, a specialized category of professional assistance for investors, entrepreneurs, and enterprises, is a field which has arisen from the increased popularity and profitability of franchising.

Potential franchise owners (called franchisees) employ franchise consultants to help choose the correct franchise company ("franchiser") in which to invest. Conversely, franchisers employ the franchise consultant to act as an agent between themselves and interested franchisees.

The majority of franchise consultants offer their services free (or virtually free) of charge to the franchisee, primarily receiving remuneration from franchisers.

So their statements of "free" services are incorrect. The money paid by a franchisee to the franchise company passes from thefranchise company into the pockets of the franchise consultants.

MARVEL SYSTEM

LOCAL & INT'L FRANCHISING

We help a potential franchisee, including:

- how to assess the odds of success or failure of the franchise offered for sale.
- how to find the ideal franchise based on the franchisee's background, capital, and expectations;
- how to read and interpret the Franchise Disclosure Document (FDD);
- how to understand the franchise agreement contract;
- how to evaluate trend and economic data;
- how to realistically examine personal strengths and weaknesses;
- how to uncover free and fee-based training programs for potential franchisees;
- how to market specific types of franchises; and
- how to build franchises.

We assist franchisors by:

- screening franchisee candidates and investors;
- giving the franchisor marketing, advertising, and training advice;
- evaluating companies' "franchise-ability"; and
- building brand recognition and loyalty;

MARVEL SYSTEM

LICENSING PROGRAMS

LICENSING PROGRAMS

The verb license or grant licence means to give permission. The noun license (American English) or licence (British English, Canadian English, Australian English) refers to that permission as well as to the document recording that permission.

A license may be granted by a party ("licensor") to another party ("licensee") as an element of an agreement between those parties.

A shorthand definition of a license is "an authorization (by the licensor) to use the licensed material (by the licensee).

In particular a license may be issued by authorities, to allow an activity that would otherwise be forbidden. It may require paying a fee and/or proving a capability.

The requirement may also serve to keep the authorities informed on a type of activity, and to give them the opportunity to set conditions and limitations.

Intellectual Property

A licensor may grant a license under intellectual property laws to authorize a use (such as copying software or using a (patented) invention) to a licensee, sparing the licensee from a claim of infringement brought by the licensor. A license under intellectual property commonly has several component parts beyond the grant itself, including a term, territory, renewal provisions, and other limitations deemed vital to the licensor.

MARVEL SYSTEM

LICENSING PROGRAMS

Term:

many licenses are valid for a particular length of time. This protects the licensor should the value of the license increase, or market conditions change. It also preserves enforce-ability by ensuring that no license extends beyond the term of the agreement.

Territory: a license may stipulate what territory the rights pertain to. For example, a license with a territory limited to "North America" (United States/Canada) would not permit a licensee any protection from actions for use in Japan.

Trademark and brand licensing

A licensor may grant permission to a licensee to distribute products under a trademark. With such a license, the licensee may use the trademark without fear of a claim of trademark infringement by the licensor.

Artwork and character licensing:

A licensor may grant a permission to a licensee to copy and distribute copyrighted works such as "art" (e.g., Thomas Kinkade's painting "Dawn in Los Gatos") and characters (e.g., Mickey Mouse). With such license, a licensee need not fear a claim of copyright infringement brought by the copyright owner.

Artistic license is, however, not related to the aforementioned license. It is a euphemism that denotes approaches in art works where dramatic effect is achieved at the expense of factual accuracy.

PROFESSIONAL TRAINING

USES – PROGRAMS LIST

Programs are divided into four categories included USES-CT, USES-BM, USES-WC and USES-PE. All programs are based on 4 tracks included Easy Track, Fast Track, Advance Track and Research Track. A fee structure is based upon track (s), which means feasible and flexible learning.

Universally Sustainable Education Suite

- in Computer Technologies

- USES – Learning System
- Cyber Language
- Office Management
- Design & Graphics
- Enterprise Database
- Web Development
- Hardware Engineering
- Enterprise Network
- ISP Setup
- Mobile Commerce

Universally Sustainable Education Suite

- in Business Management

- Business Language and Correspondence
- Curriculum Development
- Inter-firm Organizations (JV, Alliances, Networking)
- Economics of Innovation & Technological Transfer
- Management & Information Systems
- Human Resources & Industrial Relations
- Franchising and Licensing Management
- Industry / Base-Sector Study
- International Relations and Political Science
- Transfer Pricing & Measurement

MARVEL SYSTEM

PROFESSIONAL TRAINING

Universally Sustainable Education Suite

- in Wireless Communication

- Wearable Technologies
- Notebook Computers
- Digital Organizers and PDA
- Wireless LAN
- Wireless WAN
- Wireless Application Protocol

Universally Sustainable Education Suite

- Professional Empowerment

- USES in E-Banking
- USES in Cyber Law
- USES in E&M Journalism
- USES in Digital Printing Technologies

Social Sector Training Programs

- Teachers Training on Life Skills
- Disaster Management for Schools
- Communication & Report Writing
- ICT Related Professional Training

MARVEL SYSTEM

RESEARCH & DEVELOPMENT

The phrase research and development (also R and D or, more often, R&D), according to the Organization for Economic Co-operation and Development, refers to ...

"creative work undertaken on a systematic basis in order to increase the stock of knowledge, including knowledge of man, culture and society, and the use of this stock of knowledge to devise new applications".

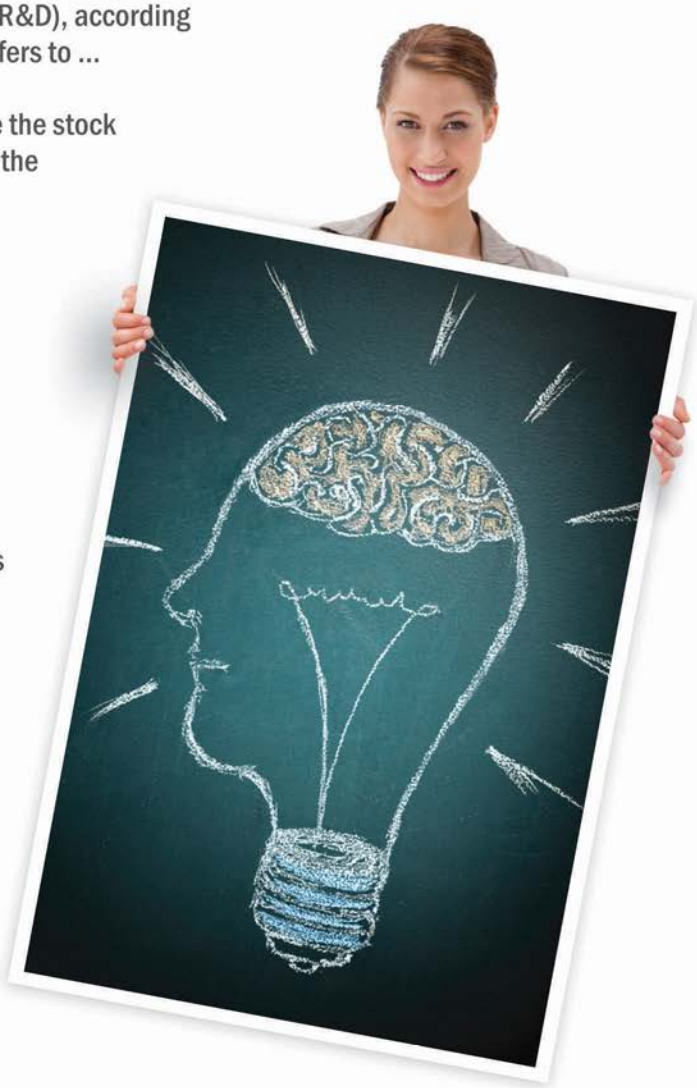
Research and development is often scientific or towards developing particular technologies and is frequently carried out as corporate or governmental activity.

R&D in Business: Research and development is nowadays of great importance in business as the level of competition, production processes and methods are rapidly increasing.

It is of special importance in the field of marketing where companies keep an eagle eye on competitors and customers in order to keep pace with modern trends and analyze the needs, demands and desires of their customers.

Unfortunately, research and development are very difficult to manage, since the defining feature of research is that the researchers do not know in advance exactly how to accomplish the desired result.

As a result, higher R&D spending does not guarantee "more creativity, higher profit or a greater market share".



MARVEL SYSTEM

RESEARCH & DEVELOPMENT

R&D alliance:

An R&D alliance is a mutually beneficial formal relationship between two or more parties to pursue a set of agreed goals while remaining independent organization, where acquiring new knowledge is a goal by itself.

The different parties agree to combine their knowledge to create new innovative products.

For Example, funding from government organizations, like the European Union's Seventh Framework Program (Fp7), and modern advances in technology, R&D alliances have now become more efficient. Every company has their own research and develop department.

On a technical level, high tech organizations explore ways to re-purpose and repackage advanced technologies as a way of amortizing the high overhead.

They often reuse advanced manufacturing processes, expensive safety certifications, specialized embedded software, computer-aided design software, electronic designs and mechanical subsystems.

Research has shown that firms with a persistent R&D strategy outperform those with an irregular or no R&D investment program.

MARVEL SYSTEM

CORPORATE DIGITIZING

Digitizing or digitization is the representation of an object, image, sound, document or a signal (usually an analog signal) by a discrete set of its points or samples.

The result is called digital representation or, more specifically, a digital image, for the object, and digital form, for the signal. Strictly speaking, digitizing means simply capturing an analog signal in digital form.

For a document the term means to trace the document image or capture the "corners" where the lines end or change direction.

Examples: The term is often used to describe the scanning of analog sources (such as printed photos or taped videos) into computers for editing, but it also can refer to audio (where sampling rate is often measured in kilohertz) and texture map transformations.

In this last case, as in normal photos, sampling rate refers to the resolution of the image, often measured in pixels per inch. Digitizing is the primary way of storing images in a form suitable for transmission and computer processing, whether scanned from two-dimensional analog originals or captured using an image sensor-equipped device such as a digital camera, tomographical instrument such as a CAT scanner, or acquiring precise dimensions from a real-world object, such as a car, using a 3D scanning device.

Digitizing is central to making a digital representations of geographical features, using raster or vector images, in a geographic information system, i.e., the creation of electronic maps, either from various geographical and satellite imaging (raster) or by digitizing traditional paper maps or graphs (vector).

"Digitization" is also used to describe the process of populating databases with files or data. While this usage is technically inaccurate, it originates with the previously proper use of the term to describe that part of the process involving digitization of analog sources such as printed pictures and brochures before uploading to target databases.

MARVEL SYSTEM

CORPORATE DIGITIZING

Collaborative digitization projects:

There are many collaborative digitization projects throughout the United States. Two of the earliest projects were the Collaborative Digitization Project in Colorado and NC ECHO – North Carolina Exploring Cultural Heritage Online, based at the State Library of North Carolina.

These projects establish and publish best practices for digitization and work with regional partners to digitize cultural heritage materials. Additional criteria for best practice have more recently been established in the UK, Australia and the European Union.

Wisconsin Heritage Online is a collaborative digitization project modeled after the Colorado Collaborative Digitization Project. Wisconsin uses a wiki to build and distribute collaborative documentation. Georgia's collaborative digitization program, the Digital Library of Georgia, presents a seamless virtual library on the state's history and life, including more than a hundred digital collections from 60 institutions and 100 agencies of government. The Digital Library of Georgia is a GALILEO initiative based at the University of Georgia Libraries.

Library Preservation: Digital preservation in its most basic form is a series of activities maintaining access to digital materials over time. Digitization in this sense is a means of creating digital surrogates of analog materials such as books, newspapers, microfilm and videotapes. Digitization can provide a means of preserving the content of the materials by creating an accessible facsimile of the object in order to put less strain on already fragile originals. For sounds, digitization of legacy analogue recordings is essential insurance against technological obsolescence.

The prevalent Brittle Books issue facing libraries across the world is being addressed with a digital solution for long term book preservation. For centuries, books were printed on wood-pulp paper, which turns acidic as it decays. Deterioration may advance to a point where a book is completely unusable. In theory, if these widely circulated titles are not treated with de-acidification processes, the materials upon those acid pages will be lost forever. As digital technology evolves, it is increasingly preferred as a method of preserving these materials, mainly because it can provide easier access points and significantly reduce the need for physical storage space.

Google, Inc. has taken steps towards attempting to digitize every title with "Google Book Search". While some academic libraries have been contracted by the service, issues of copyright law violations threaten to derail the project. However, it does provide – at the very least – an online consortium for libraries to exchange information and for researchers to search for titles as well as review the materials.

RE-ENGINEERING

Business process re-engineering (BPR) began as a private sector technique to help organizations fundamentally rethink how they do their work in order to dramatically improve customer service, cut operational costs, and become world-class competitors.

A key stimulus for re-engineering has been the continuing development and deployment of sophisticated information systems and networks. Leading organizations are becoming bolder in using this technology to support innovative business processes, rather than refining current ways of doing work.

Reengineering guidance and relationship of Mission and Work Processes to Information Technology. Business Process Re-engineering (BPR) is basically the fundamental re-thinking and radical re-design, made to an organization's existing resources. It is more than just business improvising.

It is an approach for redesigning the way work is done to better support the organization's mission and reduce costs.

Reengineering starts with a high-level assessment of the organization's mission, strategic goals, and customer needs. Basic questions are asked, such as

- "Does our mission need to be redefined?
- Are our strategic goals aligned with
- our mission? Who are our customers?"

An organization may find that it is operating on questionable assumptions, particularly in terms of the wants and needs of its customers. Only after the organization rethinks what it should be doing, does it go on to decide how best to do it.

MARVEL SYSTEM

RE-ENGINEERING

Within the framework of this basic assessment of mission and goals, re-engineering focuses on the organization's business processes—the steps and procedures that govern how resources are used to create products and services that meet the needs of particular customers or markets. As a structured ordering of work steps across time and place, a business process can be decomposed into specific activities, measured, modeled, and improved.

It can also be completely redesigned or eliminated altogether. Re-engineering identifies, analyzes, and re-designs an organization's core business processes with the aim of achieving dramatic improvements in critical performance measures, such as cost, quality, service, and speed.

Re-engineering recognizes that an organization's business processes are usually fragmented into sub-processes and tasks that are carried out by several specialized functional areas within the organization.

Often, no one is responsible for the overall performance of the entire process. Re-engineering maintains that optimizing the performance of sub-processes can result in some benefits, but cannot yield dramatic improvements if the process itself is fundamentally inefficient and outmoded.

For that reason, re-engineering focuses on re-designing the process as a whole in order to achieve the greatest possible benefits to the organization and their customers.

This drive for realizing dramatic improvements by fundamentally re-thinking how the organization's work should be done distinguishes re-engineering from process improvement efforts that focus on functional or incremental improvement.

GLOBALIZING

According to the Oxford English Dictionary, the word "globalization" was first employed in a publication entitled Towards New Education in 1930, to denote a holistic view of human experience in education. An early description of globalization was penned by the founder of the Bible Student movement Charles Taze Russell who coined the term 'corporate giants' in 1897, although it was not until the 1960s that the term began to be widely used by economists and other social scientists.

The term has since then achieved widespread use in the mainstream press by the later-half of the 1980s. Since its inception, the concept of globalization has inspired numerous competing definitions and interpretations, with antecedents dating back to the great movements of trade and empire across Asia and the Indian Ocean from the 15th century onwards.

The United Nations ESCWA says globalization "is a widely-used term that can be defined in a number of different ways. When used in an economic context, it refers to the reduction and removal of barriers between nationalborders in order to facilitate the flow of goods, capital, services and labor... although considerable barriers remain to the flow of labor... Globalization is not a new phenomenon.

It began towards the end of the nineteenth century, but it slowed down during the period from the start of the First World War until the third quarter of the twentieth century.

This slowdown can be attributed to the inward-looking policies pursued by a number of countries in order to protect their respective industries... however, the pace of globalization picked up rapidly during the fourth quarter of the twentieth century..."

MARVEL SYSTEM

GLOBALIZING

Globalization refers to the increasing unification of the world's economic order through reduction of such barriers to international trade as tariffs, export fees, and import quotas.

The goal is to increase material wealth, goods, and services through an international division of labor by efficiencies catalyzed by international relations, specialization and competition. It describes the process by which regional economies, societies, and cultures have become integrated through communication, transportation, and trade.

The term is most closely associated with the term economic globalization: the integration of national economies into the international economy through trade, foreign direct investment, capital flows, migration, the spread of technology, and military presence.

However, globalization is usually recognized as being driven by a combination of economic, technological, socio-cultural, political, and biological factors. The term can also refer to the transnational circulation of ideas, languages, or popular culture through acculturation. An aspect of the world which has gone through the process can be said to be globalized.

CONSULTANCY PARTNERS

Niazi Group INTERNATIONAL

Al Noor Cargo city Gwadar

ADAN VILLAS Bhurban - Murree

Niazi Developers (PVT.) LTD.

BRICK KILN OWNERS ASSOCIATION, PAKISTAN (BKOA)

RIGHT AID RA for humanity

NIAZI EXPRESS

SPEED BUS

NIAZI FLYING COACH N C F SERVICE

Niazi Goods NGT Transport Co.

Niazi Logistic Corporation

RITE VISION

Iron Shield Security Services

UNIQUE GROUP OF INSTITUTIONS LAHORE

YES YOUTH EMPOWERMENT SOCIETY

GWADAR PROMOTION ALLIANCE

S.P. Noor Enterprises Gwadar spn

INAT

URBAN COLLEGE

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CONSULTANCY PARTNERS

Gwadar International

URBAN VISTA ARCHITECTS

Linking People Together

MULTAN LAWYERS CONSTELLATION

WYNE

PAK-UKRAINE TRADE CENTRE

ADABsaraae

FDRC
First Diet Care & Research Centre

Burki Foundation
Building Hopes For Tommorow

SHAHEEN INTERNATIONAL MARKETING & CONTRACTING
FAITH ON GOD & TRUST ON US

INTERNATIONAL

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Umair Saleem (Pvt.) Ltd.,

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AVEROX CONSTRUCTION

HAGUE

Get Technologies (PVT) LTD.

sebaKMT

DYNACORD

CISCO SYSTEMS

POLYCOM

Honeywell

Panasonic

DELL

hp

SONY

IBM

COMPAQ

TOSHIBA

LINKSYS

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MS MEMORIES

MARVEL SYSTEM

MS MEMORIES

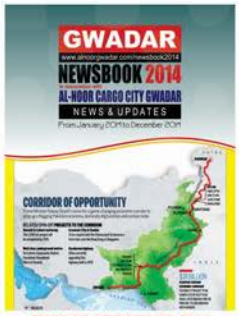
MARVEL SYSTEM

SECTORS SERVED

- Health & Fitness
- Education & Training
- Banking & Finance
- Corporate & Social Insurance
- Art, Cultural & Heritage
- Government & Defense
- Social Development
- Area Payphone System
- Telecom Solutions & Services
- Automobile Manufacturing
- Solar & Wind Power
- Water Turbines & Bio Energies
- Real Estate Development
- Public Transportation
- Cargo & Logistics
- Transit, TV, Radio & Press

MARVEL SYSTEM

GWADAR RESEARCH PUBLICATIONS



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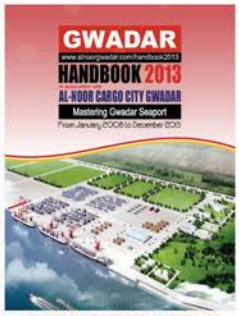

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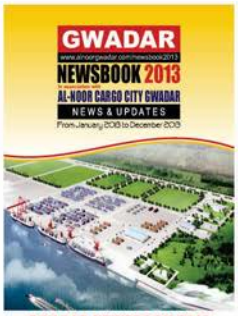

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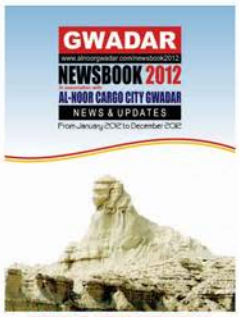

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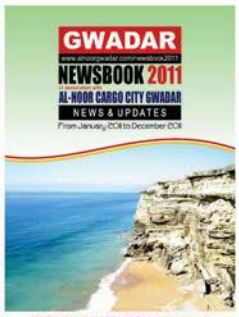

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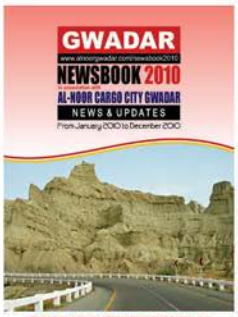

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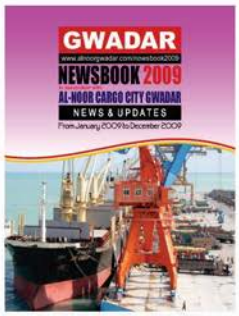

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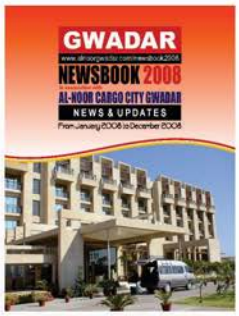

GWADAR NEWSBOOK 2008

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MS RESEARCH PROJECTS

- 2015 ECRP: Economic Corridor Research Program
- 2014 HMRP: Homeland Security Research Program
- 2013 HTRP: Holographic Technologies Research Program
- 2013 SPRP: Security Printing Research Program
- 2012 ALRP: Agriculture and Live Stock Research Program
- 2011 CSRP: Community Skills Research Program
- 2010 SFRP: Sea Food Research Program
- 2010 AERP: Alternate Energies Research Program
- 2009 PFRP: Pre-Fabricated Steel Structures
- 2008 MCRP: Media City Research Program
- 2007 TMRP: Transit Medium Research Program
- 2007 GPRP: Gwadar Port Research Program
- 2006 HR3-P: Human Resource Robotics Research Program
- 2005 PSRP: Public Surveillance Research Program
- 2005 MSRP: Micro Finance Research Program
- 2004 SDRP: Social Development Research Program
- 2004 GTRP: Graphics Technologies Research Program
- 2003 CLRP: Cyber Law Research Program
- 2003 IFMS: International Franchising Management System
- 2003 WTRP: Wireless Technology Research Program
- 2002 ASRP: Advance Servers Research Program
- 2001 USCS: Universally Sustainable Computer Suite
- 2000 MAP: Measurement of Adjustable Personality
- 1999 PPMS: Public Payphone Management System

MARVEL SYSTEM

MS Consultancy Cloud

a.GROUP OF COMPANIES
1)Niazi Group International
2)INAT Group International
3)TS Group
4)Shadwal Group
5)Ravi Group
6)Solo Group
7)Mehr Group
8)Hawks Group
9)Al-Hanan Group
10)Burki Group
11)360 Group
12)Powerex Group International

b.REAL ESTATE PROJECTS
13)Alnoor Cargo City Gwadar
14)Adan Villas, Murree
15)SP Noor Enterprises
16)Noor Marva
17)Sira-e-Noor
18)International Trade Tower
19)Burj Al Gwadar
20)Golden Palms
21)Al Shams City
22)Creek City Phase 1
23)Creek City Phase 2
24)Sira-e-Noor
25)Creek Arena
26)FTBA
27)Muscut Centre
28)Noor Marwa
29)GDA Housing Scheme 5
30)GDA III
31)GDA Bolan
32)New World City
33)Metro Housing Society
34)Lahore Motorway City
35)Madina Tower
36)Hamza Tower
37)Rabi Centre
38)Urban Village
39)Canadian City
40)Abid Centre
41)Mailsi Trade Centre

c.REAL ESTATE DEVELOPERS
42)Niazi Developers
43)Niazi Bricks
44)Urban Vista
45)Averox Construction
46)R & A Associates
47)Al-Asal Developers
48)Burki Builders & Developers
49)Shaheen International

d.REAL ESTATE MARKETING
50)Gwadar International
51)Bukhari Real Estate
52)Kazmi Real Estate

e.TRANSPORTATION
53)Niazi Express
54)Speed Bus
55)Hamza Travel
56)City Express

f.CARGO & LOGISTICS
57)Niazi Good Transport
58)Niazi Logistics Corporation
59)Burki Courier Services
60)City Cargo Services

g.TRAVELING & TOURISM
61)MS Tickets and Flights
62)Ethiopian Airlines-UK
63)Royal Air Moroc
64)Arik Airline-UK

h.MEDIA & ADVERTISING
65)Rite Vision
66)Unity Advertisers
67)Total Media Services
68)Eye Productions
69)Kazmi Print Shop
70)Get Hype Media
71)Get News

i.EDUCATION
72)Unique School System
73)Urban College
74)Talimi Baithak
75)In O Vative Consultants
76)Hawks School System
77)Burki School System
78)Siqarah School System
79)DPS Group of Schools

j.FASHION, DESIGNING & Life Style
80)MS Get Style
81)Choice Shoes
82)Get Style Fashion Stores
83)Unity Corporation
84)Texstyle City Fashion Store
85)Duty Free Shop Ltd.

k.FOOD
86)Gwadar Seafood
87)Alnoor Seafood
88)Nasim Baby Food
89)Pizza Plus
90)Get Taste

l.HEALTH
91)Rite Aid Homeo Pharma
92)Right Aid Homeo Clinic
93)Diet Care
94)DFSL
95)Family Clinic
96)HOPE
97)Chemeca International
98)Medcardia
99)HFI Hydro Care
100)Get Care

m.SECURITY & SURVEILLANCE
101)Iron Shield
102)Solo Tech
103)Bio Image
104)Solo Smart
105)New Generation Security (NGS)
106)X-Vision Security Services
107)Marki & Mani
108)TS Wyne Ltd.
109)Hague Print
110)Phonex Security
111)Communication Zone
112)Husnain Security

n.POWER & ENERGY
113)Solar Tech
114)INAT International
115)Prescon Engineering
116)Powerex USA
117)Powerex LLC
118)Get Technologies
119)Get Technologies Co. Ltd (HK)

o.OIL, GAS AND LUBRICANTS
120)Zoom Petroleum
121)Zoom Lubricants

p.AGRICULTURE LIVE STOCK
122)Ormara Agri & Live Stock Farms
123)Lahore Agri & Live Stock Farms
124)Mianwali Agri & Live Stock Farms
125)Khanewal Agri & Live Stock Farms
126)Mailsi Agri & Live Stock Farms

q.LAW FIRMS
127)Multal Lawyers Constellation
128)Mian Law Chamber
129)Uzma Law Office
130)Ehsan Ahmed Law Office
131)Foundation for Legal Research

r.FINANCIAL SERVICES
132)AMC Pak

s.AUTOMOTIVE
133)Solo Tech Automotive
134)Ravi Autos
135)Al-Ghazi Tractors

t.COMPUTER & TECHNOLOGY
136)Mega Plus
137)Corvit System
138)Averox
139)MAS Laptops
140)Tamimi Traders
141)Husnain Computers
142)SciTech IT Services

u.SOLUTIONS & BRANDS
143)SebaKMT
144)Dynacord
145)Cisco
146)Polycom
147)Honeywell
148)Panasonic
149)Dell
150)HP
151)Sony
152)IBM
153)Compaq
154)Toshiba
155)GE
156)Linksys
157)Philips
158)Samsung

v.BUSINESS SERVICES
159)Umair Saleem
160)RJ Consultants

w.BUSINESS FORUMS
161)Gwadar Promotion Alliance
162)Brick-Klin Association of Pakistan
163)All Pakistan Transportation Federation
164)Pak-Ukraine Trade, Culture, & Education Information Centre Islamabad
165)Worldwide Immigration Services
166)Energy Conversation Society
167)Pakistan Investment Forum
168)Mailsi Investment Forum

x.SOCIAL DEVELOPMENT PROJECTS
169)Right Aid, Pakistan
170)YES Organization
171)Rawadari Foundation
172)Hawks Welfare Society
173)The Professional Organization
174)Burki Foundation
175)South Asian Alliance of Medical Experts
176)The Vision Art
177)Green Pakistan Movement
178)Sada Bharosa Foundation

y.SOCIAL DEVELOPMENT PARTNERS
179)US Aid
180)UK Aid
181)Action Aid
182)GESA
183)Plan Pakistan
184)Plan International
185)PIID
186)PEF
187)ILO
188)PGGA
189)The NGO World

z.LITERARY ORGANIZATIONS
190)Adab Saraae International
191)Adab Saraae Publications

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